

## **kynect EXCHANGE ADVISORY BOARD**

### **Education/Outreach Subcommittee**

#### **Meeting Minutes**

**October 27, 2014**

#### **Call to Order and Roll Call**

The nineteenth meeting of the Education and Outreach Subcommittee was held on Monday, October 27, 2014, at 1:30 p.m. in Conference Room D & E at the Kentucky Office of the Health Benefit and Health Information Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood (phone); Susan Dunlap; Patty Gregory (phone); Malea Hoepf Young; Regan Hunt (phone); Tihisha Rawlins; Rich Seckel (phone); and Bill Wagner (phone). Gabriela Alcalde, Andrea Bennett, Julia Costich, Tina McCormick, Kathy Wheeler and Marcus Woodward were not present at the meeting.

Staff Present: Miriam Fordham, Wanda Fowler, Kris Hayslett, Jean Klinge, Allison Lile, Vanessa Petrey, Melea Rivera and Peter Wilson.

#### **Approval of Minutes**

A motion was made to accept the minutes of the September 18, 2014, meeting, as amended, seconded, and approved by voice vote.

#### **Update on Call Center**

Jackie Oldham, Xerox General Manager, informed the subcommittee members that the call center's preparedness for the upcoming open enrollment period is leaps and bounds ahead of where it was the previous year. Several factors contribute to that improvement, particularly where staffing, knowledge and quality are concerned. From a staffing standpoint there will be 400 full-time equivalents, whereas there was a maximum last year of 185. Training is now twice as long, at 10 full business days, and more hands-on and interactive. An extensive review of the knowledge base has been undertaken and improved the customer satisfaction rate. There also has been an extensive revision of the Interactive Voice Recognition (IVR) system. Currently the wait on Tier 1 is 13 seconds, Tier 2 is 20 seconds and the longest wait was 4:36 for Tier 2.

#### **Update on kynect Retail Store**

Trina Reisert, Doe-Anderson, reported that the new kynect retail outlet will be opened by Gov. Steve Beshear on November 13, at 2:30 p.m. The store is located at Fayette Mall in Lexington, and it will remain open for four months. The store has a capacity for 15 different computers to be hooked up at one time, with wireless printer and scanner access, to facilitate a number of insurance agents, kynectors and staff on busy days. Collateral material will be available and a questionnaire has been designed to help gather demographic information on those seeking assistance at the store, so we may ascertain which population(s) may still be in need of acquiring health insurance. Signage has been strategically placed throughout the mall to drive foot traffic.

Miriam Fordham, Director, Division of Health Care Policy Administration, detailed how the kynect retail store will primarily be staffed by kynectors and insurance agents. A preliminary solicitation was sent out to both groups, and each may sign-up through Eastern Kentucky University's Training Records Information System (TRIS). Staffing requests have also gone out to sister agencies, and to Exchange staff. The Department for Community Based Services will be on-site as well to assist with Medicaid-related cases. Negotiations are ongoing with the Department for Public Health to hold health-related activities on Tuesdays and Thursdays. The store will be open most every day, excluding state holidays, and will maintain mall hours.

### **Update from Contracted Agencies**

Kelli Cauley, kynector IPA Team Leader, Kentuckiana Regional Planning and Development Agency (KIPDA), briefed the subcommittee on the ongoing efforts of KIPDA as the kynector entity for Region 3. KIPDA is continuing its ongoing standing appointments going into open enrollment. They also are setting up regular appointments for enrollment at all probation and parole offices, halfway house facilities, local, state, and county corrections facilities, Kentucky Refugee Ministries, Catholic charities and other heavily populated immigrant housing areas, targeting specifically immigrants present over five years and no longer receiving services.

Kim Murphy, kynect Program Coordinator, Kentucky Primary Care Association (KYPCA), updated the subcommittee on his organization's efforts in Region 8. From July through September, KYPCA had 113 outreach events, with another 30 scheduled so far in October. A particular focus has been schools, fall festivals, inter-agency meetings and re-entry task forces. KYPCA kynectors have been present at every parole day in each of the region's counties.

Community Action Kentucky (CAK) was not present at the meeting, but the agency reported it had completed in the first quarter and July, August and September, close to 3,000 applications, 2,659 were Medicaid and 233 were Qualified Health Plans (QHP), and participated in 634 events. CAK will also be providing considerable staffing support for the kynect retail store.

### **Update on Education and Outreach Efforts**

Jean Klinge, Division Director, the Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), informed the subcommittee that agreements have been signed with Apple and Google for the kynect mobile application, and a release date will be known soon. Information from White House Youth Summit in Washington, DC, indicated social media was an excellent tool to reach Hispanic and African-American young invincible populations, and the mobile app is potentially a great opportunity to reach these populations. Access and affordability is the national message to attract young invincibles, and KOHBHIE has developed that into the message of "If you think you can't afford to be insured, think again."

### **New Business**

The next meeting of the subcommittee is scheduled for December 9, 2014, at 1:30 p.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

### **Adjournment**

The meeting was adjourned at 2:57 p.m.